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# Digital marketing strategies in expanding the market for MSME creative products in Indonesia—state of art

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Digital marketing strategy is the planning and actions taken by companies or individuals to utilize digital technology to market products or services effectively and efficiently to target markets. In this strategy, companies use various digital channels such as social media, search engines, email marketing, websites, or e-commerce to achieve marketing objectives, including increasing brand awareness, attracting new customers, and boosting sales and customer loyalty. However, challenges in using digital marketing still exist due to the digital literacy gap among creative product practitioners. This study reviews digital marketing for creative products, including social media marketing, search engine marketing, influencer marketing, email marketing, and content marketing. Using Systematic Reviews and Meta-Analysis (PRISMA) method, 22 articles from leading sources such as MDPI, Wiley, ScienceDirect, and IEEE Xplore were analyzed. The objectives of this study are to determine (1) what the definitions of digital marketing strategies and the creative product market are. (2) Which countries have implemented digital marketing in the creative market for SMEs? (3) Who is involved, and how familiar are SMEs with the creative product market? (4) What strategies are used in digital marketing in Indonesia? How is it implemented, what are the challenges, and what is the level of success? (R5): What are the future research and recommendations for digital marketing in expanding the creative market? Future research directions include the application of AI and technology for automated content creation for creative product practitioners, strengthened digital education and literacy, and community-based campaigns that foster collaboration among local creators to build a mutually supportive ecosystem in the digital world.

## KEYWORDS

digital marketing strategies, MSME creative products, creative products, PRISMA, digital economics

## 1 Introduction

The digital market in the 4.0 era is a change in various economic sectors in digitalization using advanced technology. In the industrial 4.0 era, there are several important elements at play, namely technologies such as the Internet of Things (IoT), artificial intelligence (AI), big data and blockchain that drive significant changes to business processes, increase efficiency

and enrich the consumer experience. The first aspect in the digital market 4.0 is the main driver in automation in the 4.0 era because IoT devices are connected via the internet to share data, this IoT will provide facilities that allow companies to monitor and manage processes in real time, improve business efficiency, and provide data-based services to customers (Ma and Gu, 2024; Wu et al., 2024; Rizvanović et al., 2023). Big data in research (Laila et al., 2024; Mushi, 2024; Sari et al., 2023) explains how big data in the 4.0 era how companies explore consumer behavior through data analysis, making it easier for companies to develop more personalized and targeted marketing strategies. The role of artificial intelligence in the 4.0 era is used to automate repetitive tasks, such as chatbots for customer service, and provide more accurate data-based predictions, allowing companies to personalize product and service offerings efficiently (Anatan and Nur, 2023; Sharabati et al., 2024; Bruce et al., 2023). Research (Gao et al., 2023; Bermeo-Giraldo et al., 2022; Ziolkowska, 2021) also explains aspects of E-commerce and digital platforms in the 4.0 era that facilitate the way of transactions between sellers and buyers. In addition, the next aspect of research (Martini et al., 2023; Jung and Shegai, 2023; Farida and Setiawan, 2022), namely cybersecurity and trust in the digital market, emphasizes that companies that successfully maintain digital security will build consumer loyalty and avoid reputational risks.

Digital marketing is important for MSMEs for several reasons. Namely, digital marketing allows large companies and MSMEs to reach consumers around the world without geographical boundaries where research (Kaur et al., 2022; Deku et al., 2024; Jadhav et al., 2023) explains the importance of digital marketing and social media for businesses in various sectors, showing a strategic impact in reaching a broader and more relevant audience, making it easier for the industry to develop business strategy. Digital marketing also functions in cost efficiency and data analysis, as in research (Sembiring et al., 2022; Hokmabadi et al., 2024; Erhan et al., 2023), which explains that digital marketing offers a more cost-effective solution than traditional marketing methods, especially for MSMEs that often have limited budgets. Digital marketing campaigns can be measured directly through data analysis, allowing companies to monitor campaign performance, assess the effectiveness of marketing strategies, and make appropriate adjustments to improve efficiency. In addition, research (Saptono et al., 2024; Afzal et al., 2024; Bryła et al., 2022) explains the reasons for using digital marketing in terms of brand strengthening and consumer engagement, which allows businesses to interact directly with consumers, build closer relationships, and create brand loyalty.

MSMEs are defined by the business size, which differs from country to country. Typically, this classification is based on the number of employees, annual revenue, or assets. In Indonesia, for example, micro-enterprises have assets of up to IDR 50 million, small enterprises have assets between IDR 50 million and IDR 500 million, and medium enterprises have assets between IDR 500 million and IDR 10 billion. There are several innovations in MSMEs, namely innovations in MSMEs (Hwang et al., 2021; Gonçalves et al., 2024), product and business model innovations (Ilieva et al., 2024; Elareshi et al., 2023), and digitalization and E-commerce in MSMEs (Xie and Madni, 2023; Wibowo et al., 2021). Research (Hwang et al., 2021; Gonçalves et al., 2024) explains that more and more businesses are adopting digital technology to increase productivity, such as

e-commerce, cloud-based applications, automation, and data analytics. These technologies enable MSMEs to compete with large enterprises, expand markets, and improve customer service. Added in research (Ilieva et al., 2024; Elareshi et al., 2023) where MSMEs are considered more flexible than large companies so that product innovation and business models are easier to change or add. Likewise, research (Xie and Madni, 2023; Wibowo et al., 2021) explains that MSME innovations using digital platforms such as e-commerce make it easier for MSMEs to reach international markets cheaply.

MSMEs in different countries have unique characteristics, influenced by factors such as government policies, culture, infrastructure, and level of economic development. MSMEs in Indonesia research (Masadeh et al., 2021; Ali Taha et al., 2021; Fondevila-Gascón et al., 2020) have a smaller business scale with a more straightforward structure. They are more engaged in traditional sectors such as agriculture, handicrafts, and culinary in terms of support. The Indonesian government also provides support, but its implementation is still being improved; MSMEs in Indonesia often face obstacles in terms of marketing, especially in penetrating international markets. Meanwhile, research (Pop et al., 2020; Ao et al., 2023) explains that MSMEs abroad have a larger business scale. MSMEs in developed countries often focus on innovation, technology, and niche services and are also more export-oriented; many governments in developed countries have programs and policies that strongly support the growth of MSMEs, such as business incubators, access to cheap credit and entrepreneurship training, MSMEs in developed countries have wider access to domestic and international markets, both online and offline.

MSME creative products are products produced by MSME actors with innovative, unique characteristics and have artistic or intellectual added value. MSME's creative products include handicrafts, fashion, art, design, and digital products. Handicrafts in research (Lin et al., 2023; Sun and Xing, 2022; Ebrahimi et al., 2022; Bin, 2023) explain that handicrafts create distinctive art or functional items using local materials and traditional techniques such as batik, weaving, weaving, or wood carving. Added research (Sharma et al., 2021; Octasyilva et al., 2022; Keelson et al., 2024; Marolt et al., 2025) about fashion by combining traditional or cultural elements with modern trends such as woven bags with ethnic motifs. Likewise, research (Surya et al., 2021; Osorno-Hinojosa et al., 2023; Syamsari et al., 2022; Kustiningsih et al., 2022) in developing innovative culinary products by lifting local or traditional elements but processed with modern innovations to reach broader consumers. Conversely, in research (Li et al., 2023; Ridwan Maksum et al., 2020; Bradač Hojnik and Hušek, 2023; Satpathy et al., 2025), digital products are included in the category of creative products because they can be used to educate people with educational content based on local culture.

Experimental research on MSMEs in research (Surya et al., 2021; Mujiatun et al., 2023; Osano, 2019; Tambunan, 2019; Aminullah et al., 2024; Cunningham et al., 2023; Tereshchenko et al., 2024; Adam and Alarifi, 2021; Tatik and Setiawan, 2024; Sitaniapessy et al., 2022; Gunawan, 2024; Le et al., 2023) has a similar discussion namely the main focus is the application of technology, innovation, and marketing strategies in improving the performance and competitiveness of MSMEs, which are used to measure MSME performance, either in terms of increasing revenue, productivity, or scale of operations.

Meanwhile, the literature review research (Le et al., 2023; Hernita et al., 2021) discusses digital transformation in MSMEs. Research (Yuwono et al., 2025; Tarihoran et al., 2023; Wahyudiono, Aini, et al., 2024; Hastuti et al., 2023) discusses the innovations that MSMEs have made in expanding the reach of consumers. Likewise, research on financial literacy in MSMEs (Manioudis and Angelakis, 2023; Jaidi et al., 2022) research (Onegina et al., 2025; Dash and Chakraborty, 2021; Korucuk et al., 2022) discusses how the role of government and its relationship with MSMEs in expanding the MSME creative market. From the paper review above, no one has explained digital marketing strategies for expanding the market for MSME creative products in Indonesia. This review paper aims to comprehensively review digital marketing strategies in expanding the MSME creative product market in Indonesia, contribute to the digitalization of MSMEs, and provide digital marketing applications in MSMEs.

Therefore, this SLR research needs to be conducted because there are already many field papers, while review papers are still few and only discuss parts of digital marketing and creative products separately. This paper conducts SLR research by combining the two. In addition, there are no review papers that focus on Indonesia.

## 2 Methods

The methods and materials used serve as a guide in identifying relevant articles within the established categories to examine digital marketing strategies for expanding Indonesia's MSMEs creative products market. The PRISMA method (Adhan, 2025) application of the PRISMA framework enables the systematic identification, review, and synthesis of evidence from various sources, resulting in a literature review with a high level of novelty and validity. This methodology involves four processes: (1) identification of the Research Question (RQ), (2) identification of article sources, (3) article search based on RQ, (4) analysis of search results.

### 2.1 Research question identification (RQ)

The systematic literature review was organized to answer research questions about digital marketing strategies for expanding Indonesia's MSMEs creative products markets. The focused research questions are:

(RQ1): What is the definition of digital marketing strategy and the definition of creative product market?

(RQ2): Which countries have implemented digital marketing in creative markets in MSMEs?

(RQ3): Who is involved, and how familiar are MSMEs with creative product markets?

(RQ4): What strategies are used in digital marketing in Indonesia? How is it implemented, what are the challenges, and what is the success rate of digital marketing in Indonesia?

(RQ5): What are the future research and recommendations for digital marketing in expanding the creative market?

### 2.2 Collecting relevant articles

Research on digital marketing strategies in MSMEs has been widely published, but this literature review focuses on a collection of relevant research. This research is taken from papers or proceedings indexed in MDPI, IEEE, TaylorandFrancis, and Elsevier, which are all registered with Scopus. This research uses a time span between 2010 and 2024 with the aim that the research is still relevant to the current time.

The papers selected must use English and the keywords “digital marketing,” “MSMEs,” and “creative products.” Table 1 describes the selected papers, with details of the author, reference, publisher, and year of publication, to present overall data about the papers reviewed.

### 2.3 Selecting papers that match the research question (RQ)

Research questions based on the keywords “digital marketing,” “MSMEs,” and “creative products” with the criteria of English-language papers with a full text published between 2021 and 2024. The selection of papers that match these criteria uses the inclusion and exclusion method described in Table 2.

Through specific categories and keyword searches, we identified 74 papers listed on Scopus (MDPI, Taylor&Francis, Elsevier). We then applied the year of publication criteria from 2019 to 2024, resulting in 72 articles that met the year criteria and were written in English (Figure 1).

Twenty-two articles were selected based on Scopus indexed journals and proceedings from 2019 to 2024. Research on digital marketing and economic creative markets based on journal publication years from 2021 to 2024 as follows: journals published in 2019 (9%), 2020 (5%), 2021 (14%), 2022 (23%), 2023 (32%), and 2024 (18%). Meanwhile, based on countries that have implemented digital marketing in creative markets in MSMEs, there is the following data: Indonesia (63%), Kenya (5%), Slovakia (5%), India (5%), Ghana (5%), Thailand (5%), Vietnam (5%), and Pakistan (5%). Figure 2 below explains the categorization of papers based on the PRISMA method. Figure 2 shows the year of publication based on 22 selected journals from 2019 to 2024. Meanwhile, Figure 3 shows which countries have implemented digital marketing in creative markets in MSMEs based on 22 selected journals from 2019–2024.

### 2.4 Analyzing selected articles

This research highlights the essential role of digital technologies—such as the Internet of Things (IoT), artificial intelligence (AI), and big data—in transforming how Indonesian MSMEs operate and engage with customers, especially in marketing creative products. It reveals that digital marketing enhances operational efficiency, broadens audience reach, and provides cost-effective alternatives to conventional marketing strategies. However, MSMEs exhibit varied levels of digital literacy and limited use of innovation in technology and products. The findings underscore the urgency of improving digital competencies, particularly in branding, product differentiation, and market expansion through social media, e-commerce, and influencer collaborations. These enhancements are pivotal for strengthening competitiveness and penetrating international markets, as well as leveraging data-driven approaches to build customer loyalty (Figure 4).

TABLE 1 Research consisting of author, publisher, year of publication and country.

Author	Publisher	Publish year	Country
<a href="#">Tambunan (2019)</a>	Journal of Global Entrepreneurship Research	2019	Indonesia
<a href="#">Osano (2019)</a>	Journal of Innovation and Entrepreneurship	2019	Kenya
<a href="#">Ridwan Maksum et al. (2020)</a>	Journal of Open Innovation	2020	Indonesia
<a href="#">Ali Taha et al. (2021)</a>	MDPI	2021	Slovakia
<a href="#">Sharma et al. (2021)</a>	Emerald	2021	India
<a href="#">Hernita et al. (2021)</a>	MDPI	2021	Indonesia
<a href="#">Syamsari et al. (2022)</a>	MDPI	2022	Indonesia
<a href="#">Sembiring et al. (2022)</a>	Emerald	2022	Indonesia
<a href="#">Sembiring et al. (2022)</a>	Emerald	2022	Indonesia
<a href="#">Kustiningsih et al. (2022)</a>	MDPI	2022	Indonesia
<a href="#">Jaidi et al. (2022)</a>	Journal of Open Innovation	2022	
<a href="#">Sari et al. (2023)</a>	Taylor & Francis	2023	Indonesia
<a href="#">Anatan and Nur (2023)</a>	MDPI	2023	Indonesia
<a href="#">Mujiatun et al. (2023)</a>	MDPI	2023	Indonesia
<a href="#">Tarihoran et al. (2023)</a>	Journal of Open Innovation	2023	Indonesia
<a href="#">Bruce et al. (2023)</a>	MDPI	2023	Ghana
<a href="#">Li et al. (2023)</a>	MDPI	2023	Thailand
<a href="#">Le et al. (2023)</a>	MDPI	2023	Vietnam
<a href="#">Afzal et al. (2024)</a>	MDPI	2024	Pakistan
<a href="#">Aminullah et al. (2024)</a>	Journal of the Knowledge Economy	2024	Indonesia
<a href="#">Tatik and Setiawan (2024)</a>	Asia Pacific Journal of Marketing and Logistics	2024	Indonesia
<a href="#">Gunawan (2024)</a>	Asia Pacific Journal of Innovation and Entrepreneurship	2024	Indonesia

TABLE 2 Inclusion and exclusion criteria.

Inclusion	Exclusion
Papers published 2019–2024	Paper published outside 2019–2024
Full text paper	Paper does not provide full paper
Paper written in English	Paper written in other than English
Paper contains keywords Digital Marketing, SMES, Creative Product	Paper does not contain Digital Marketing, SMES, Creative Product

### 3 Results and discussion

Based on the research results, digital marketing strategies play a crucial role in expanding the market for creative products of MSMEs in Indonesia. Findings show that digital technologies like the Internet of Things (IoT), artificial intelligence (AI), and big data enable MSMEs to improve operational efficiency, reach a wider audience, and optimize marketing costs. Nonetheless, the level of MSMEs' understanding of the application of these digital technologies still varies, with most MSMEs in Indonesia still limited in their use of digital platforms and product innovation. Therefore, this research suggests improving digital literacy and digital marketing capacity for MSMEs and encouraging the utilization of social media, e-commerce, and influencers to expand the market for creative products, including

in international markets. The results and discussion of this research are explained based on several research questions (RQ) obtained.

The government initiative titled “The Role of Government Programs in the Adoption of Digital Strategies in MSMEs” aims to foster digital transformation among micro, small, and medium enterprises (MSMEs) in Indonesia. This transformation is crucial, particularly for expanding the market for creative goods. A key program supporting this initiative is PROPER (Company Performance Rating Program), which evaluates and promotes company performance in environmental, social, and governance (ESG) areas. While typically associated with large corporations, the principles of PROPER can also benefit SMEs. PROPER contributes to digital transformation by offering a framework for SMEs to align their digital initiatives with broader social and environmental objectives. It encourages SMEs to create digital marketing strategies that focus on transparency, ethical conduct, and building consumer trust. The Indonesian government has increasingly acknowledged the crucial role of SMEs in the national economy, especially within the digital economy. By incorporating PROPER assessments into digitalization support programs, specifically those from the Ministry of Communication and Information Technology (Kominfo), SMEs can access targeted assistance for implementing digital tools. Moreover, incentive schemes tied to PROPER can further motivate SMEs to embrace digital technologies. For instance, businesses that fulfill certain

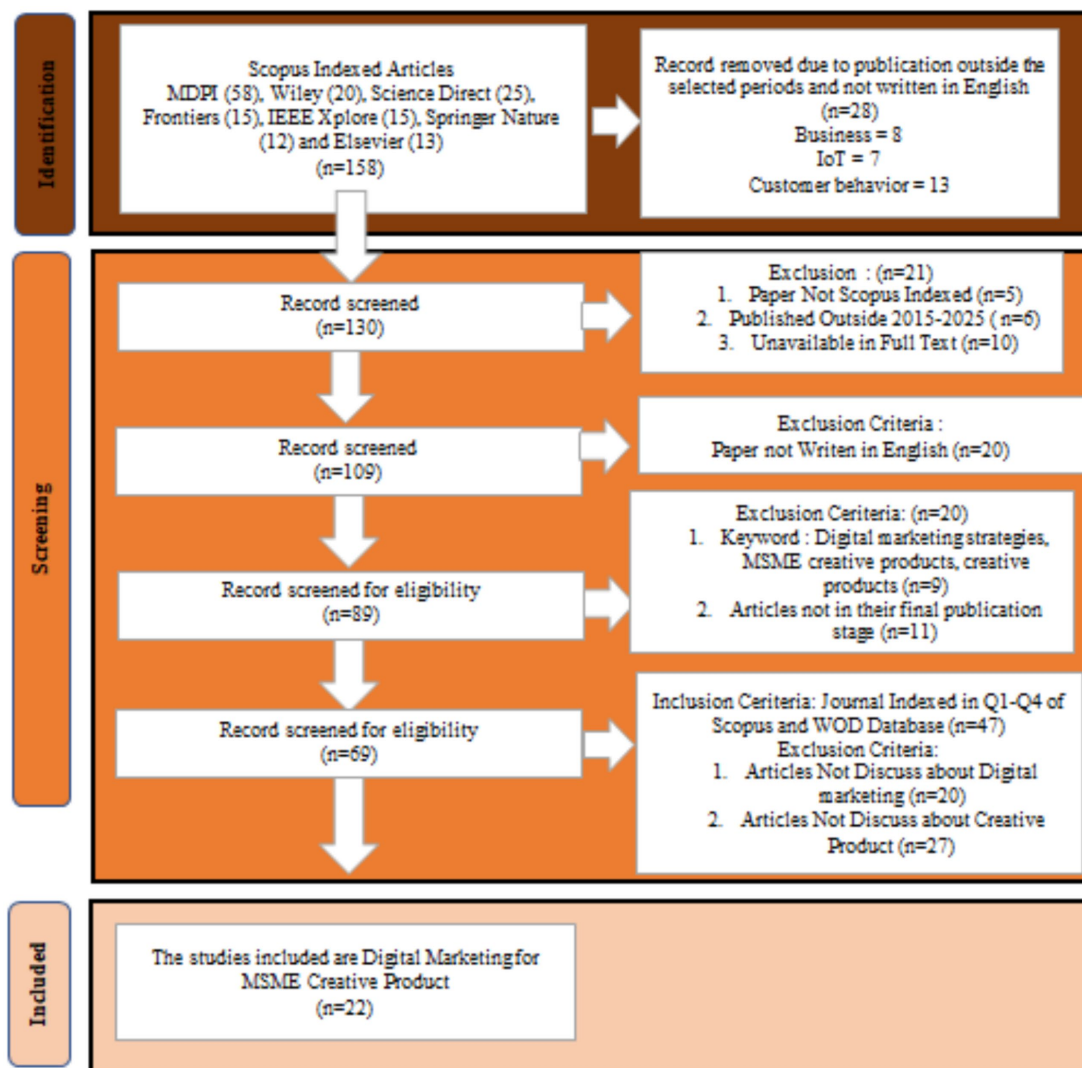


FIGURE 1  
PRISMA methods.

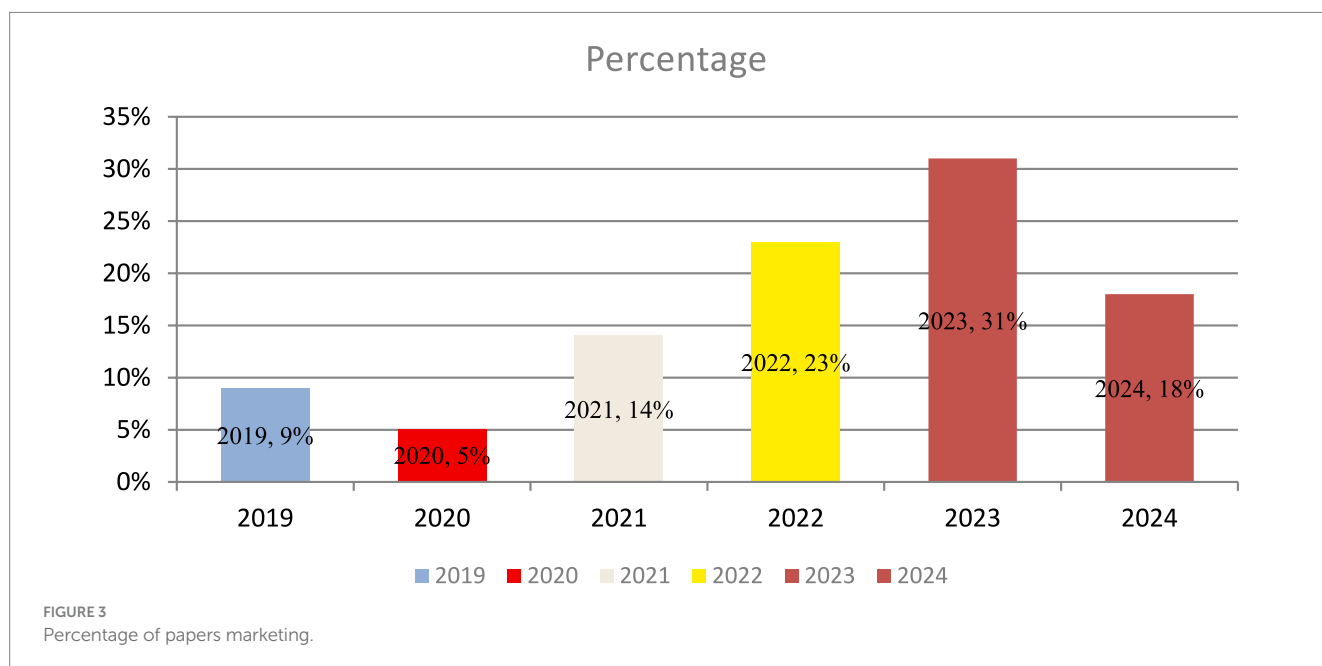
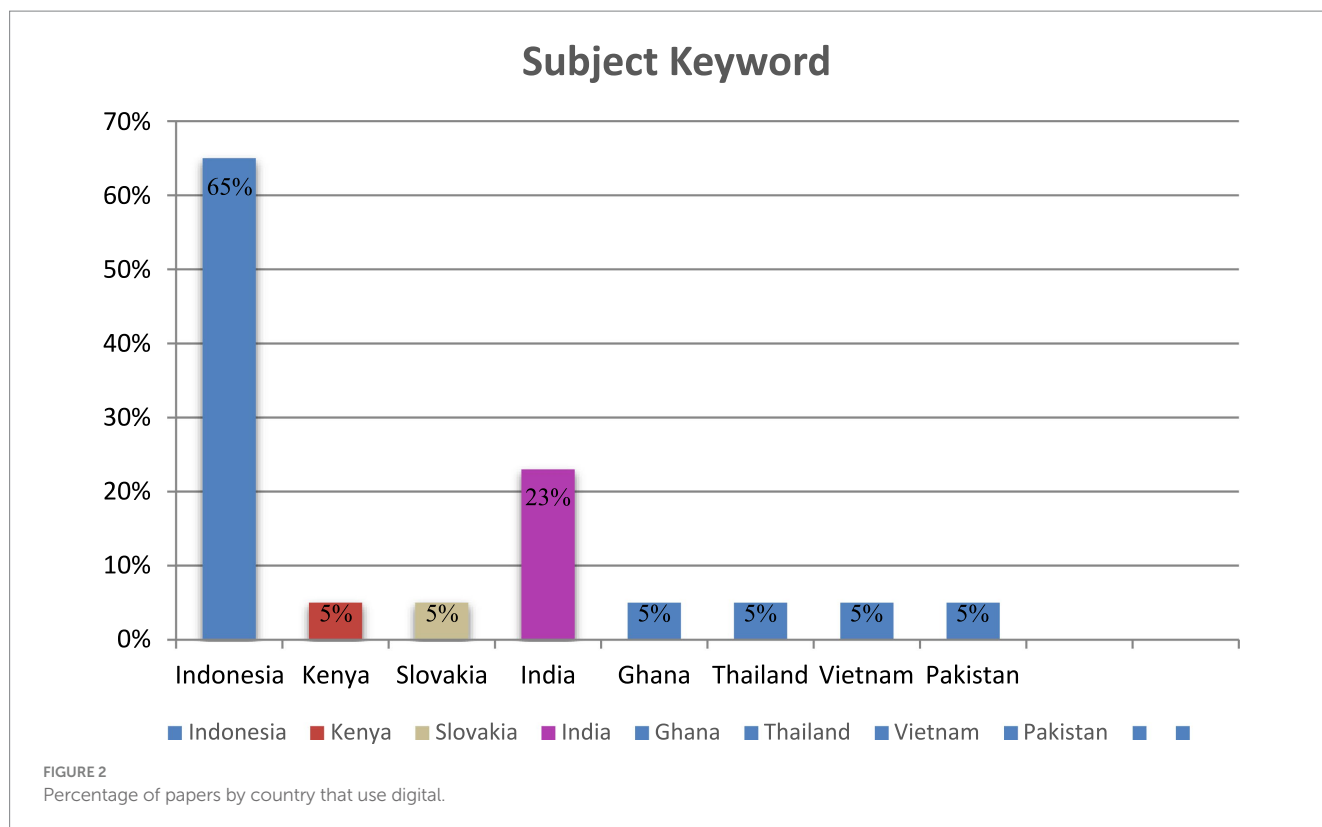
digital performance standards—like enhancing their online market presence or leveraging data analytics for precise marketing—can earn recognition or rewards in PROPER evaluations. These incentives foster an environment conducive to technological investment, prompting SMEs to seek innovative ways to digitize their operations and marketing activities. Additionally, PROPER highlights the social dimensions of business conduct. For SMEs, this entails adopting digital strategies that not only improve market access but also create positive social effects. Digital marketing can enable SMEs to highlight local culture, support community-based production, and engage in fair trade, all of which appeal to a growing base of socially aware consumers. By implementing these responsible digital strategies, SMEs can effectively align with PROPER's goals and meet the demands of the digital marketplace.

Based on the selected articles in this study that discuss digital marketing and creative product markets, the general mind map developed by the researchers based on the results of the 22 articles reviewed is shown in Figure 5.

### 3.1 (RQ1): What is a digital marketing strategy, and what is a creative product market?

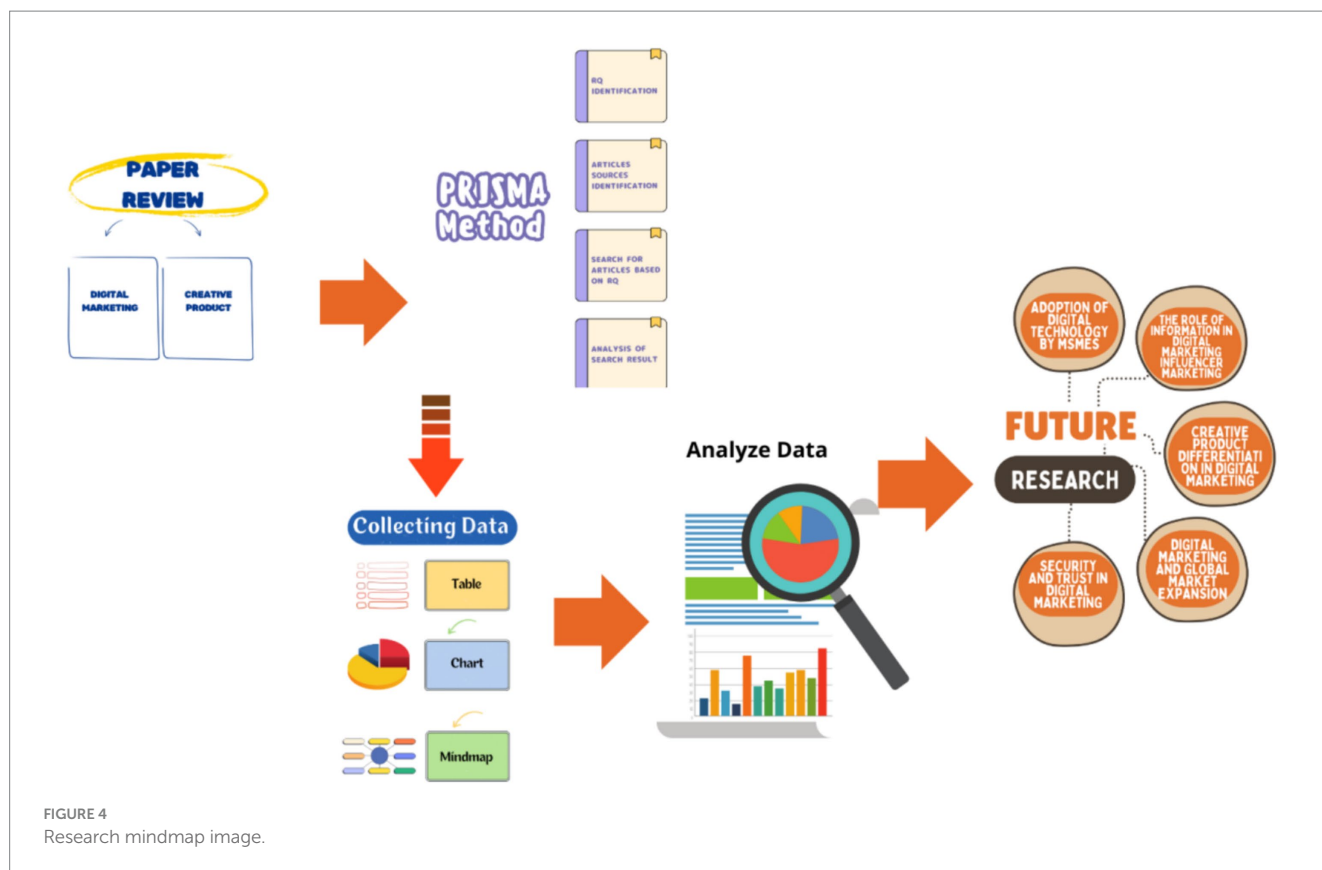
Digital marketing strategy is the planning and actions companies or individuals take to utilize digital technology to market products or services to the target market effectively and efficiently. In this strategy, companies use various digital channels such as social media, search engines, email marketing, websites, or e-commerce to achieve marketing goals, which include increasing brand awareness, attracting new customers, and increasing sales and customer loyalty. Some of the important components of a digital marketing strategy include selecting the right target market, using appropriate digital channels, search engine optimization (SEO), campaign data analysis, and utilizing influencer marketing and marketing automation.

The creative product market is an economic ecosystem that produces, distributes, and consumes goods or services based on creativity, innovation, and cultural values. Products in this market often include goods that are not only oriented toward function but



also toward esthetics and user experience, such as handicrafts, fashion design, art, innovative culinary, and digital products. Key characteristics of the creative product market include unique product differentiation and distinctive cultural value or local identity. This market involves creative industry players who create products with elements of art and functionality and target consumers with specific preferences, such as art lovers, collectors, or community groups with specific interests. Specific findings can be seen in [Tables 3, 4](#).

Digital marketing strategy is the planning and actions taken by companies or individuals in utilizing digital technology in marketing products or services to target markets effectively and efficiently ([Ma and Gu, 2024](#); [Rizvanović et al., 2023](#); [Bruce et al., 2023](#); [Jung and Shegai, 2023](#)). Strategies that utilize digital channels such as social media, search engines, email marketing, websites, or e-commerce to achieve marketing goals ([Ma and Gu, 2024](#); [Wu et al., 2024](#); [Mushi, 2024](#); [Gao et al., 2023](#); [Jung and Shegai, 2023](#); [Sembiring et al., 2022](#)).



This digital marketing aims to increase brand awareness, attract new customers, and increase sales and customer loyalty (Wu et al., 2024; Rizvanović et al., 2023; Laila et al., 2024; Sharabati et al., 2024; Erhan et al., 2023; Saptono et al., 2024). In a digital marketing strategy, several main components must be considered, namely determining the target market, choosing the right digital channel, free and paid search engine optimization, how to present marketing content, whether or not influencer marketing and email and marketing automation are applied and data analysis and evaluation of the strategies used. An explanation of the definition of digital marketing strategy is summarized in the Figure 6.

The creative product market is an economic ecosystem that focuses on producing, distributing, and consuming goods or services based on creativity, innovation, and cultural values. This market involves individuals or companies that develop products with esthetic elements, functionality, and uniqueness as the primary added value. Creative products often originate from the creative industry sector, covering various fields such as graphic design, fashion, performing arts, film, music, innovative culinary, handicrafts, and software and game development (Anatan and Nur, 2023; Martini et al., 2023; Jung and Shegai, 2023; Farida and Setiawan, 2022; Saptono et al., 2024).

Some of the characteristics of creative product markets are based on innovation and creativity, have cultural values and local identity (Rizvanović et al., 2023; Anatan and Nur, 2023; Sembiring et al., 2022), focus on product differentiation (Anatan and Nur, 2023; Martini et al., 2023; Jung and Shegai, 2023; Farida and Setiawan, 2022; Saptono et al., 2024), and specific and segmented target markets. Some examples of creative products are arts and crafts, design and fashion, media and entertainment, creative culinary, and creative technology (Mushi,

2024; Anatan and Nur, 2023; Bruce et al., 2023, Sembiring et al., 2022; Figure 7).

### 3.2 (RQ2): Which countries have implemented digital marketing in creative markets in MSMEs?

Based on the selected papers in this study, the following countries have implemented digital marketing in creative markets in MSMEs: Indonesia (63%), Kenya (5%), Slovakia (5%), India (5%), Ghana (5%), Thailand (5%), Vietnam (5%), and Pakistan (5%).

Based on the explanation above, it can also be concluded through the following Figure 8.

### 3.3 (RQ3): Who is involved, and how aware are MSMEs of creative product markets?

In digital marketing of the MSME product market, several parties are involved, namely the MSME actors themselves, government and regulatory agencies, digital and e-commerce platforms, consumers and communities of creative product lovers, educational institutions, and business indicators. Of course, each party involved has its role in efforts to expand the creative product market. Tables 5, 6 below explain the details of who is involved and how well MSMEs understand the creative product market.

The parties involved in the creative product market include micro, small and medium enterprises (MSMEs; Wu et al., 2024; Laila

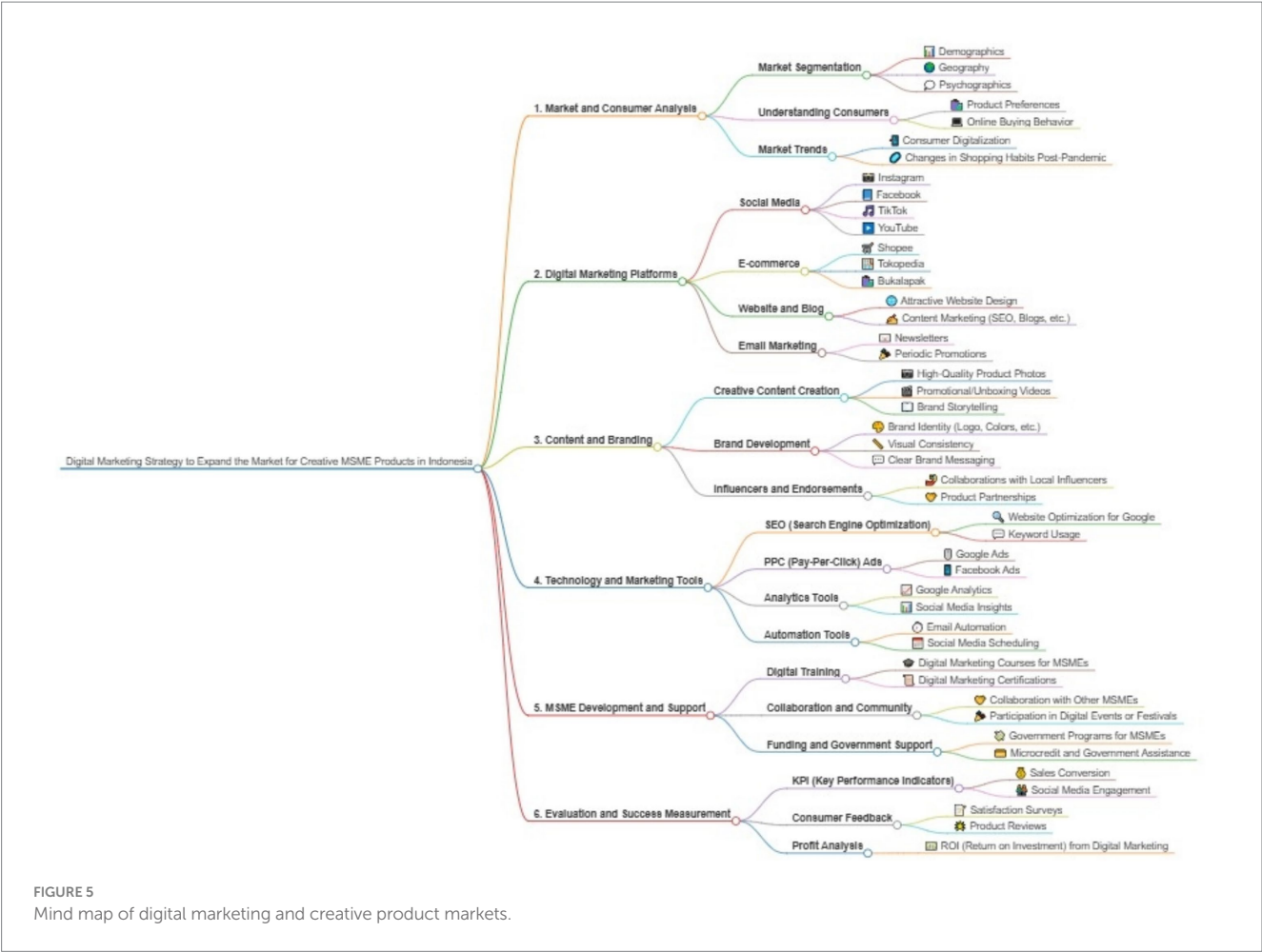


FIGURE 5  
Mind map of digital marketing and creative product markets.

TABLE 3 Definition of digital marketing strategy.

Definition of digital marketing strategy	Author
Planning and actions taken by companies or individuals to utilize digital technology to market products or services to target markets effectively and efficiently.	(Ma and Gu, 2024; Rizvanović et al., 2023; Bruce et al., 2023; Jung and Shegai, 2023)
Strategies that utilize digital channels such as social media, search engines, email marketing, websites, or e-commerce to achieve marketing goals.	(Ma and Gu, 2024; Wu et al., 2024; Mushi, 2024; Gao et al., 2023; Jung and Shegai, 2023; Sembiring et al., 2022)
Achieving marketing goals increases brand awareness, attracts new customers, and increases sales and customer loyalty.	(Wu et al., 2024; Rizvanović et al., 2023; Laila et al., 2024; Sharabati et al., 2024; Erhan et al., 2023; Saptono et al., 2024)

TABLE 4 Definition of digital marketing strategy.

Definition of digital marketing strategy	Author
Products based on innovation and creativity have unique and artistic values that are oriented not only toward function but also esthetics and user experience.	(Anatan and Nur, 2023; Martini et al., 2023; Jung and Shegai, 2023; Farida and Setiawan, 2022; Saptono et al., 2024)
Products that have cultural value and local identity so that they become part of the economy based on heritage and tradition.	(Rizvanović et al., 2023; Anatan and Nur, 2023; Sembiring et al., 2022)
For products that focus on product differentiation, creative products prioritize differentiation in design, concept, and experience.	(Anatan and Nur, 2023; Martini et al., 2023; Jung and Shegai, 2023; Farida and Setiawan, 2022; Saptono et al., 2024)
Products with specific and segmentative target markets where consumers of creative products often come from groups with unique preferences, such as art lovers, collectors, or communities with specific interests.	(Mushi, 2024; Anatan and Nur, 2023; Bruce et al., 2023; Sembiring et al., 2022)

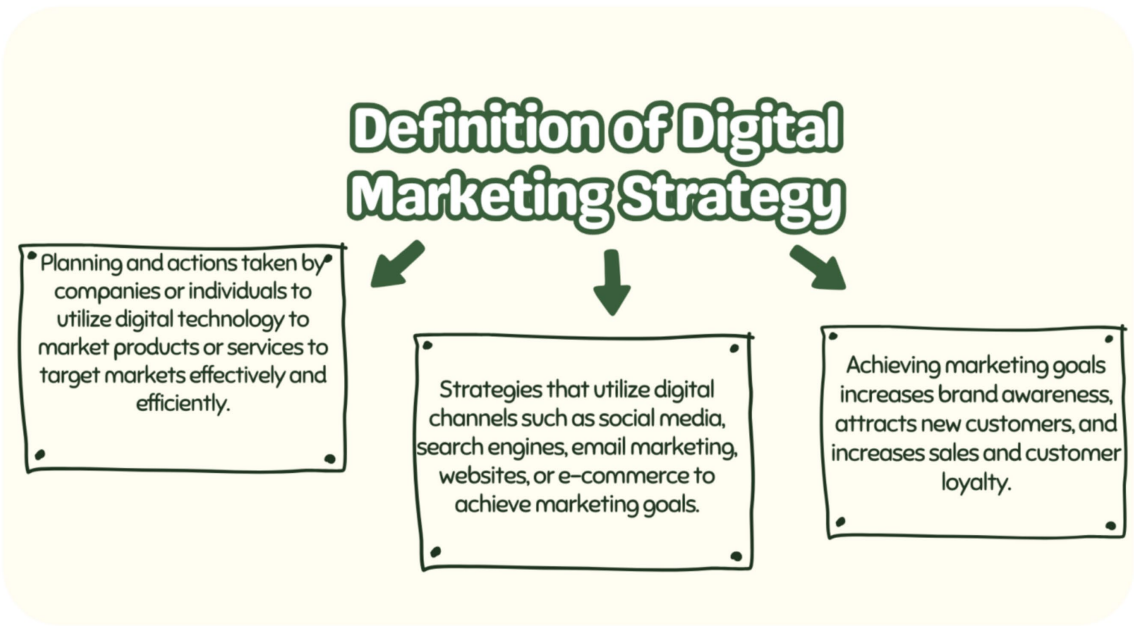


FIGURE 6  
Definition of digital marketing strategy.

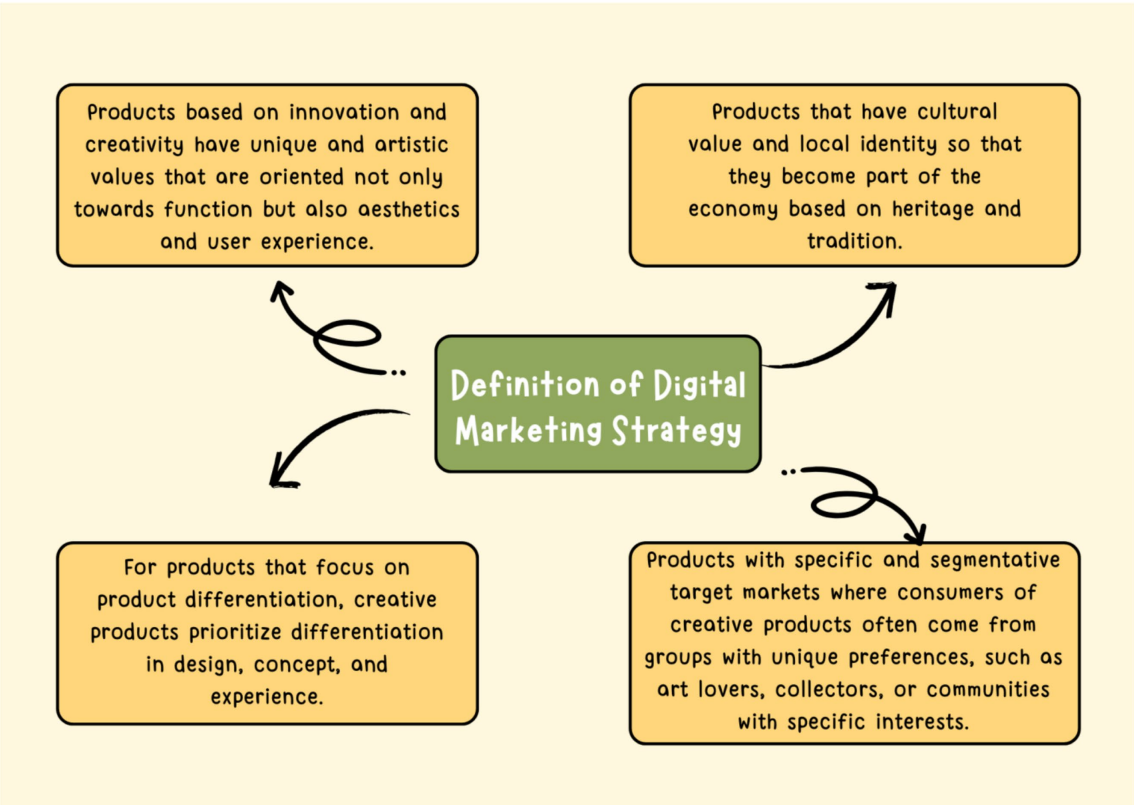


FIGURE 7  
Definition of digital marketing strategy.

et al., 2024; Mushi, 2024; Sari et al., 2023; Anatan and Nur, 2023; Sharabati et al., 2024; Bermeo-Giraldo et al., 2022; Ziółkowska, 2021; Deku et al., 2024; Jadhav et al., 2023; Sembiring et al., 2022; Hokmabadi et al., 2024; Saptono et al., 2024) which are one of the main actors in the creative product market, creating products based on innovation, culture, and creativity, such as batik artisans, local



TABLE 5 Parties involved in the creative product market.

Parties involved in the creative product market	Author
Micro, small, and medium enterprises (MSMEs) actors	(Wu et al., 2024; Laila et al., 2024; Mushi, 2024; Sari et al., 2023; Anatan and Nur, 2023; Sharabati et al., 2024; Bermeo-Giraldo et al., 2022; Ziółkowska, 2021; Deku et al., 2024; Jadhav et al., 2023; Sembiring et al., 2022; Hokmabadi et al., 2024; Saptono et al., 2024)
Government and regulatory institutions	(Wu et al., 2024; Laila et al., 2024; Mushi, 2024; Sari et al., 2023; Anatan and Nur, 2023; Sharabati et al., 2024; Ziółkowska, 2021; Deku et al., 2024; Jadhav et al., 2023; Sembiring et al., 2022; Hokmabadi et al., 2024)
Digital and E-commerce platforms	(Ma and Gu, 2024; Sharabati et al., 2024; Gao et al., 2023; Hokmabadi et al., 2024)
Consumers and creative product lovers community	(Wu et al., 2024; Laila et al., 2024; Mushi, 2024; Sari et al., 2023; Anatan and Nur, 2023; Sharabati et al., 2024; Bermeo-Giraldo et al., 2022; Ziółkowska, 2021; Deku et al., 2024; Jadhav et al., 2023; Sembiring et al., 2022; Hokmabadi et al., 2024; Saptono et al., 2024)
Educational institutions and business incubators	(Wu et al., 2024; Laila et al., 2024; Mushi, 2024; Sari et al., 2023; Anatan and Nur, 2023; Sharabati et al., 2024; Bermeo-Giraldo et al., 2022; Ziółkowska, 2021; Deku et al., 2024; Jadhav et al., 2023; Sembiring et al., 2022; Hokmabadi et al., 2024; Saptono et al., 2024)

TABLE 6 How well do MSMEs understand the creative product market?

How well do MSMEs understand the creative product market?	Author
MSMEs that are familiar with and skilled in creative product markets	(Ma and Gu, 2024; Wu et al., 2024; Rizvanović et al., 2023; Laila et al., 2024; Sharabati et al., 2024; Jung and Shegai, 2023; Farida and Setiawan, 2022; Kaur et al., 2022; Hokmabadi et al., 2024; Erhan et al., 2023)
MSMEs that are starting to adapt to the creative product market	(Bruce et al., 2023; Gao et al., 2023; Ziółkowska, 2021; Jung and Shegai, 2023; Deku et al., 2024; Jadhav et al., 2023; Hokmabadi et al., 2024)
MSMEs with Limited Understanding of the Creative Product Market	(Martini et al., 2023; Jadhav et al., 2023; Hokmabadi et al., 2024)



FIGURE 9  
Parties involved in the creative product market.

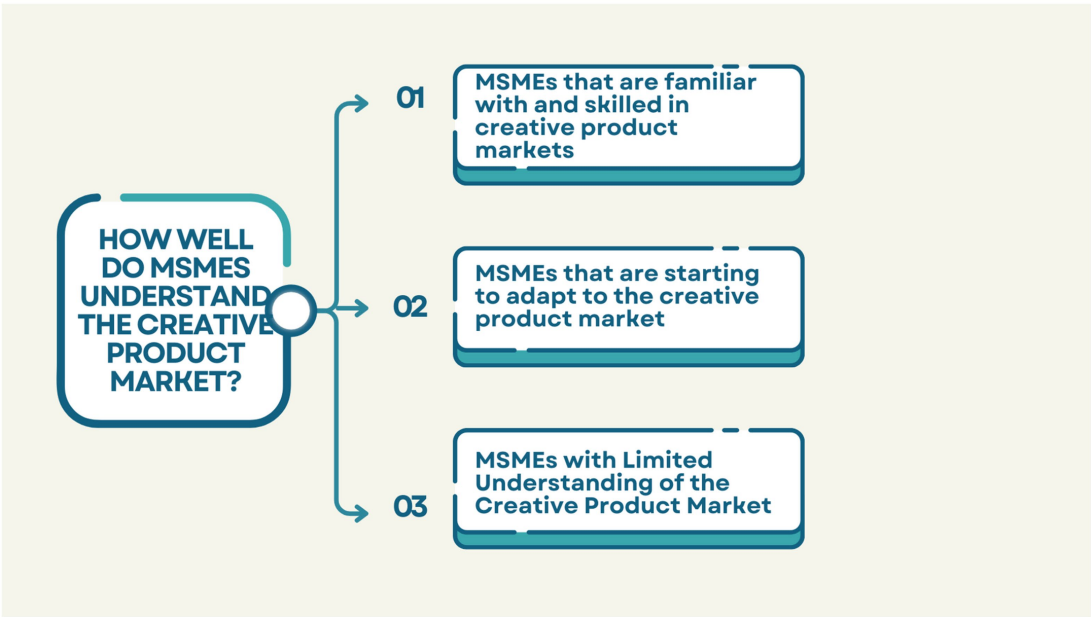


FIGURE 10  
How well do MSMEs understand the creative product market?

fashion designers, handmade accessories manufacturers, innovative culinary makers, and creative technology startups. Government and regulatory agencies (Wu et al., 2024; Laila et al., 2024; Mushi, 2024; Sari et al., 2023; Anatan and Nur, 2023; Sharabati et al., 2024; Ziółkowska, 2021; Deku et al., 2024; Jadhav et al., 2023; Sembiring

et al., 2022; Hokmabadi et al., 2024) play a role in supporting the creative market ecosystem through policies, regulations, and assistance programs such as training, tax incentives, and access to financing. Digital platforms and e-commerce (Ma and Gu, 2024; Sharabati et al., 2024; Gao et al., 2023; Hokmabadi et al., 2024), such



TABLE 7 Strategies used in digital marketing in Indonesia.

Strategies used in digital marketing in Indonesia	Author
Utilization of social media as a means of branding and promotion	(Wu et al., 2024; Laila et al., 2024; Mushi, 2024; Sharabati et al., 2024; Bruce et al., 2023; Ziółkowska, 2021; Kaur et al., 2022; Jadhav et al., 2023)
Influencer & KOL (key opinion leader) marketing	(Laila et al., 2024; Mushi, 2024; Bermeo-Giraldo et al., 2022; Ziółkowska, 2021)
SEO & SEM to increase product visibility on google	(Laila et al., 2024; Mushi, 2024; Jadhav et al., 2023; Sembiring et al., 2022)
Marketplace optimization in local and global E-commerce	(Ma and Gu, 2024; Sharabati et al., 2024; Gao et al., 2023; Hokmabadi et al., 2024)
Email WhatsApp marketing for retargeting and customer loyalty	(Laila et al., 2024; Mushi, 2024; Ziółkowska, 2021; Sembiring et al., 2022)
Digital campaigns with culture and sustainability narratives	(Laila et al., 2024; Mushi, 2024; Sharabati et al., 2024; Ziółkowska, 2021; Jung and Shegai, 2023; Jadhav et al., 2023)

as Shopee and Tokopedia, help MSMEs reach a wider market. Social media can also be used as the primary marketing tool for creative products. Consumers and communities of creative product lovers (Wu et al., 2024; Laila et al., 2024; Mushi, 2024; Sari et al., 2023; Anatan and Nur, 2023; Sharabati et al., 2024; Bermeo-Giraldo et al., 2022; Ziółkowska, 2021; Deku et al., 2024; Jadhav et al., 2023; Sembiring et al., 2022; Hokmabadi et al., 2024; Saptono et al., 2024) are individuals who appreciate creative works, both domestically and internationally. Specific communities, such as art collectors, fashion enthusiasts, and gamers, are potential markets for creative products. Educational institutions and business incubators that support MSMEs with training, market research, and digital skills development. Examples are universities with creative economy programs, coworking spaces, and startup accelerators (Figure 9).

MSMEs' understanding of the creative product market is categorized into several categories, namely MSMEs that already understand and are skilled in the creative product market with the criteria of MSMEs (Ma and Gu, 2024; Wu et al., 2024; Rizvanović

et al., 2023; Laila et al., 2024; Sharabati et al., 2024; Jung and Shegai, 2023; Farida and Setiawan, 2022; Kaur et al., 2022; Hokmabadi et al., 2024; Erhan et al., 2023) that already understand creative industry trends, digital marketing strategies, and the importance of product differentiation, actively using e-commerce, social media, and digital marketing to increase sales. MSMEs that are starting to adapt to the creative product market (Bruce et al., 2023; Gao et al., 2023; Ziółkowska, 2021; Jung and Shegai, 2023; Deku et al., 2024; Jadhav et al., 2023; Hokmabadi et al., 2024) with the criteria of starting to realize the importance of creativity and branding in business, using several digital platforms, but still experiencing obstacles in marketing strategies and product innovation. MSMEs still lack an understanding of the creative product market (Martini et al., 2023; Jadhav et al., 2023; Hokmabadi et al., 2024) with the criteria that they are still oriented toward conventional production and do not understand how creativity can increase the added value of products and difficulties in utilizing digital technology for marketing and distribution (Figure 10).

TABLE 8 Future research on digital marketing in expanding the creative market.

Future research on digital marketing in expanding the creative market	Author
Adoption of Digital Technology by MSMEs: Further research can focus on measuring and understanding the adoption of digital technology by MSMEs more deeply, especially in the creative product market sector.	(Wu et al., 2024; Laila et al., 2024; Mushi, 2024; Sharabati et al., 2024; Bruce et al., 2023; Ziółkowska, 2021; Kaur et al., 2022; Jadhav et al., 2023)
Research can be conducted to further understand the role of influencer marketing in digital marketing and how influencers and Key Opinion Leaders (KOL) can increase the competitiveness of MSMEs, especially in the creative product market.	(Laila et al., 2024; Mushi, 2024; Bermeo-Giraldo et al., 2022; Ziółkowska, 2021)
Differentiation of Creative Products in Digital Marketing focuses on how creative products can be more successful through digital marketing, which focuses on differentiation.	(Anatan and Nur, 2023; Martini et al., 2023; Jung and Shegai, 2023; Farida and Setiawan, 2022; Saptono et al., 2024)
Digital Marketing and Global Market Expansion: Further research can explore the potential for global market expansion for Indonesian MSME creative products by utilizing digital marketing.	(Wu et al., 2024; Laila et al., 2024; Mushi, 2024; Sharabati et al., 2024; Bruce et al., 2023; Ziółkowska, 2021; Kaur et al., 2022; Jadhav et al., 2023)
Security and Trust in Digital Marketing research focuses on cybersecurity's role in digital marketing, especially how MSMEs maintain the security of their customer data and build trust in the online market, which is very important for long-term growth.	(Wu et al., 2024; Laila et al., 2024; Mushi, 2024; Sharabati et al., 2024; Bruce et al., 2023; Ziółkowska, 2021; Kaur et al., 2022; Jadhav et al., 2023)

TABLE 9 Digital marketing recommendations for expanding the creative market.

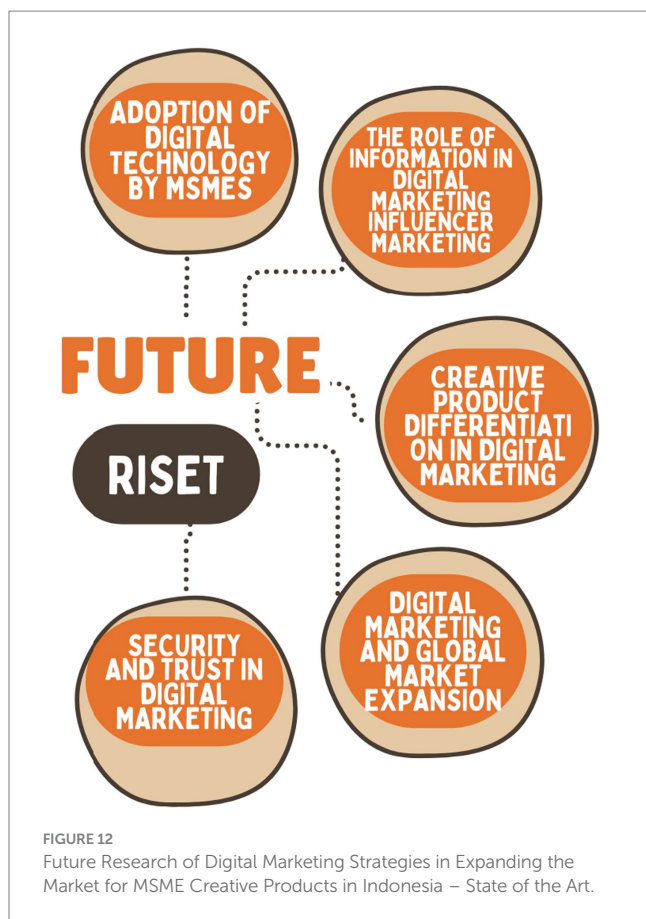
Digital marketing recommendations for expanding the creative market	Author
Strengthening the Digital Literacy of MSMEs is the main recommendation for increasing digital literacy among MSMEs. This includes a better understanding of digital marketing and available digital platforms.	(Wu et al., 2024; Laila et al., 2024; Mushi, 2024; Sharabati et al., 2024; Bruce et al., 2023; Ziółkowska, 2021; Kaur et al., 2022; Jadhav et al., 2023)
Optimizing Social Media: MSMEs must use social media as their primary marketing tool to increase Visibility and direct consumer interaction.	(Ma and Gu, 2024; Laila et al., 2024; Mushi, 2024; Sharabati et al., 2024; Bruce et al., 2023; Ziółkowska, 2021; Kaur et al., 2022; Jadhav et al., 2023)
SEO and SEM Strategies for Increasing Visibility, namely the use of Search Engine Optimization (SEO) and Search Engine Marketing (SEM), must be a priority in increasing the Visibility of creative products in search engines, such as Google.	(Laila et al., 2024; Mushi, 2024; Jadhav et al., 2023; Sembiring et al., 2022)
Utilizing Influencers and KOLs, namely micro-influencers or Key Opinion Leaders (KOL) who are in accordance with the niche market for creative products, can help increase brand credibility and loyalty.	(Laila et al., 2024; Mushi, 2024; Bermeo-Giraldo et al., 2022; Ziółkowska, 2021)
Increasing the Use of E-commerce and Digital Platforms: MSMEs must fully take advantage of local and global e-commerce platforms to expand their market. This includes optimizing product listings, using features such as flash sales and cashback, and increasing product reviews and ratings to attract more consumers.	(Ma and Gu, 2024; Sharabati et al., 2024; Gao et al., 2023; Hokmabadi et al., 2024)
Integrating Cultural Narratives in Digital Campaigns where Indonesian MSME creative products are often rooted in local culture and traditions. Therefore, integrating cultural narratives in digital marketing campaigns can help build emotional appeal with consumers, strengthen brand identity, and promote products uniquely and authentically.	(Laila et al., 2024; Mushi, 2024; Sharabati et al., 2024; Ziółkowska, 2021; Jung and Shegai, 2023; Jadhav et al., 2023)
Digital Marketing Performance Evaluation and Analysis is further research on how MSMEs can use analytical data to measure and evaluate the performance of digital marketing campaigns.	(Wu et al., 2024; Laila et al., 2024; Mushi, 2024; Sharabati et al., 2024)

3.4 (RQ4): What strategies are used in digital marketing in Indonesia? How is it implemented, what are the challenges, and what is the success rate of digital marketing in Indonesia?

In using digital marketing strategies in Indonesia, especially the creative product market, you can use several methods that have been in previous research, namely the use of social media for branding and

promotion, the use of influencers and KOLs in marketing creative products, SEO and SEM optimization to master keyword searches on Google, local and international marketplace optimization, the use of email marketing and Whatsapp marketing for retargeting customers, and providing content that is relevant to the creative product market itself so that all strategies used can expand the market of the creative product itself.

The strategies used in digital marketing in Indonesia (Laila et al., 2024; Mushi, 2024; Sharabati et al., 2024; Ziółkowska, 2021; Jung and



Shegai, 2023; Jadhav et al., 2023) are the Utilization of social media as a means of branding and promotion, influencer and KOL (Key Opinion Leader) marketing, SEO, and SEM to increase product visibility on Google, marketplace optimization in local and global E-commerce. Utilization of social media (Wu et al., 2024; Laila et al., 2024; Mushi, 2024; Sharabati et al., 2024; Bruce et al., 2023; Ziolkowska, 2021; Kaur et al., 2022; Jadhav et al., 2023) as a means of branding and promotion is carried out with visual storytelling strategies, hashtag marketing, live shopping and streaming, and encouraging customers to create content with the products purchased. Influencer & KOL (Key Opinion Leader) marketing (Laila et al., 2024; Mushi, 2024; Bermeo-Giraldo et al., 2022; Ziolkowska, 2021) is done by using micro-influencers to increase customer engagement and trust, collaborating with celebrities and KOLs with the appropriate niche to increase product credibility, using affiliate marketing with influencers where they get a commission from each product sold. SEO & SEM (Laila et al., 2024; Mushi, 2024; Jadhav et al., 2023; Sembiring et al., 2022) to increase product visibility on Google using SEO strategies for website optimization and product description with relevant keywords such as “unique handicrafts,” “quality local shoes,” and “minimalist home decor,” SEM by using Google Ads to increase traffic and sales conversions, Google My Business by registering the business to increase local visibility. Marketplace optimization in local and global E-commerce (Ma and Gu, 2024; Sharabati et al., 2024; Gao et al., 2023; Hokmabadi et al., 2024) uses the product title and description optimization strategies, flash sale, and cashback features, increasing reviews and ratings, and advertising within the marketplace, such as Shopee and Tokopedia ads (Figure 11).

How is it implemented, what are the challenges, and what is the success rate of digital marketing in Indonesia?

Digital marketing implemented in Indonesia has several channels, namely social media, Search Engine Marketing (SEM), Influencer marketing, email marketing, and content marketing. All types of digital marketing are carried out using technology that is appropriate for the creative product audience. The challenges of using digital marketing for creative products in Indonesia include varying levels of digital literacy, resulting in a gap among creative product practitioners in utilizing digital marketing, competition, and advertising costs that significantly drain business revenues, as advertising costs require a considerable amount of time, leading to social media algorithms that favor advertised businesses, Infrastructure challenges also arise because not all regions in Indonesia have internet access. There are issues of trust and privacy, as some consumers remain hesitant to provide personal data when making online purchases. Despite these challenges, the success rate of digital marketing among creative product practitioners has shown consistent growth, particularly in the F&B, fashion, and online education sectors. UMKM Go Digital is a government program aimed at helping thousands of small businesses enter the digital market. Additionally, campaigns with a localized approach (localization of language, culture, and narrative) are more successful than a one-size-fits-all approach.

### 3.5 (RQ5): What are the future research and recommendations for digital marketing in expanding the creative market?

The future research of this study is the adoption of digital technology by MSMEs, which further focuses on its application, the role of influencer marketing in digital marketing, differentiation of creative products in digital marketing, digital marketing, and global market expansion and security, and trust in digital marketing that focuses on cybersecurity (Islam et al., 2024; Gündüzyeli, 2024; Altamira et al., 2023; Matosas-López, 2021). Meanwhile, in realizing this future research, several recommendations are needed in digital marketing that must be carried out by MSMEs, namely Strengthening MSME Digital Literacy, Optimizing Social Media, SEO and SEM Strategies to Increase Visibility, Utilizing Influencers and KOLs, Increasing the Use of E-commerce and Digital Platforms, Integrating Cultural Narratives in Digital Campaigns, Evaluation and Analysis of Digital Marketing Performance which are explained in Tables 7–9 and Figure 12.

## 4 Implications, limitations, and future work in digital Marketing for Creative Product

### 4.1 Implications

The implications of digital marketing on creative products empower creators and MSMEs to build personal brands without the need for significant capital, enabling them to reach national and international markets through e-commerce and social media. In digital marketing, narrative becomes a branding strength because creative products are not only valued for their function, but also for the stories

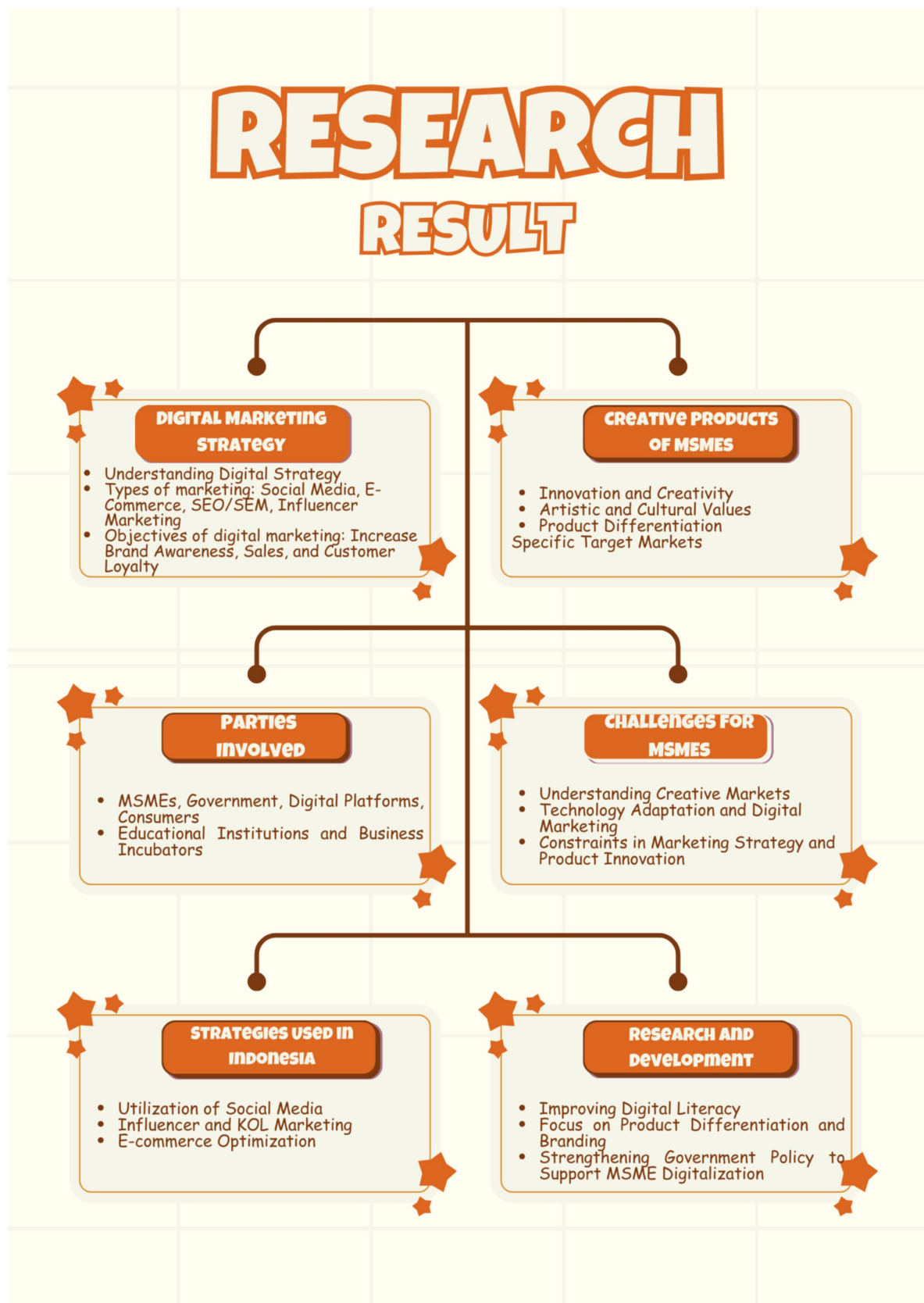


FIGURE 13  
Results of digital marketing research and creative product markets.

and values behind them. Digital marketing enables businesses to collect data as a new asset, allowing them to measure the effectiveness of their campaigns and personalize content to align with their audience.

## 4.2 Limitations

There are several limitations to digital marketing for creative products, including limited access to technology and literacy, competition in the creative product market itself, visual and product representation constraints, and algorithm volatility. In terms of limited access to technology and literacy, many creative entrepreneurs in rural areas do not have adequate access to digital marketing training, and skills such as SEO, graphic design, or paid advertising remain a challenge. Competition in the creative market itself is highly competitive, making it difficult to stand out among numerous creative products. Visual and product representation challenges arise because not all practitioners have photography or videography skills. Algorithm volatility also occurs because digital platform algorithms frequently change, making content visibility unstable, causing small businesses to suddenly lose reach without understanding the cause.

## 4.3 Future work

This research has future research directions, including the application of AI and technology for automated content creation to assist businesses. Digital education and inclusion require strengthening digital literacy among creative economy actors, particularly in non-urban areas. Community-based campaigns hold promise for the future of creative digital marketing when brands engage communities (co-creation), where collaboration among local creators can foster a mutually supportive ecosystem in the digital world. Sustained research requires more studies on the effectiveness of digital marketing strategies in specific creative subsectors (e.g., ethnic fashion, bamboo crafts, digital art). Measurement should not only focus on sales but also on social impact, cultural identity, and sustainability.

Based on the explanation of the research above, it can be concluded in the following [Figure 13](#).

Based on the image of the research results above, it is concluded that in marketing creative products, several appropriate strategies are needed to know what marketing is used and what the purpose is so that the marketing carried out can expand the market for the creative product itself. The creative product must have several criteria: innovation and creativity, cultural value, differentiation, and a specific market. In marketing creative products, several parties are involved, namely MSMEs, the government, digital platforms, consumers, educational institutions, and business incubators. Although the strategy is known, there are still challenges for MSMEs in marketing their creative products: a lack of understanding of the creative product itself, challenges in adapting digital technology in the digital marketing of creative products, and lack of innovation in making the creative product itself. Challenges are always there, but MSME actors can overcome them using more personal strategies; in other words, the most mastered strategy can be in the form of utilizing social media if only social media can be used, utilizing influencers when social media is adequate, and using e-commerce platforms to reach target markets that are not touched on social media.

## 5 Conclusion

This systematic review, based on the PRISMA method, analyzed 22 relevant studies from leading databases (MDPI, Wiley, ScienceDirect, Sage, IEEE Xplore, Chemical Science, Springer, and Elsevier) to explore digital marketing strategies in expanding the market for MSME creative products in Indonesia. The research findings reveal what digital marketing is, which countries use digital marketing for their creative products, how it is implemented, and the outcomes of its use, as well as the digital marketing strategies employed in Indonesia.

However, there are still limitations in the use and application of digital marketing for creative products in Indonesia. Future research should prioritize how digital marketing can elevate creative products to broader markets, thereby achieving the global marketing objectives for these creative products.

## Data availability statement

The original contributions presented in the study are included in the article/supplementary material, further inquiries can be directed to the corresponding author.

## Author contributions

UL: Writing – original draft, Writing – review & editing. NW: Visualization, Writing – review & editing. IW: Visualization, Writing – review & editing. AW: Writing – review & editing. EW: Validation, Writing – review & editing. LH: Visualization, Writing – review & editing. BA: Writing – original draft, Writing – review & editing. NH: Visualization, Writing – review & editing. AS: Visualization, Writing – review & editing. BM: Visualization, Writing – review & editing.

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## Conflict of interest

The authors declare that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

## Generative AI statement

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